

URBAN_FRESH

Sobeys urbanFRESH



HOT PRICE
3.99 /lb
Fresh Boneless Pork Loin Centre and Rib Combo Chops Family Size 8.80/kg

HOT PRICE
5.44 /lb
COMPLIMENTS Fresh Boneless Skinless Chicken Breasts Family Size 11.99/kg

HOT PRICE
9.99
BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g or COMPLIMENTS Smoked Sausages 900 g

HOT PRICE
3.99
COMPLIMENTS Rainbow Peppers 3 pk product of Ontario or Mexico

HOT PRICE
7.99 lb, ea
MARINA DEL REY Wild Argentinian Raw Shrimp easy-peel or Shrimp Meat 300 g or Fresh Tilapia Fillets product of Colombia subject to availability 17.61/kg

HOT PRICE
4/\$5
Large Avocados or Large Red Haden Mangoes product of Mexico

1,000 PTS when you buy 2
That's like **\$10** toward your groceries
HOT PRICE
19.99
NABOB Roast & Ground Coffee 915-930 g or COMPLIMENTS Whole Bean Coffee 907 g

HOT PRICE
2.47
DEMPSTER'S White or Whole Wheat Bread, Texas Toast Bread 675 g or Hot Dog or Hamburger Buns 8 pk

HOT PRICE
3.99
CHAPMAN'S Premium or No Sugar Added Ice Cream, Frozen Yogurt or Sorbet 1-2 L selected

HOT PRICE
11.99
CASHMERE Bathroom Tissue 24=48 or 12=48 Rolls, SPONGETOWELS 6=12 Rolls or SCOTTIES Facial Tissue 12 pk

HOT PRICE
5.97
CRACKER BARREL Cheese 340-400 g, Shreds 250-320 g or BLACK DIAMOND Cheestrings 12-16 pk

HOT PRICE
4.97
HEINZ Ketchup 750 mL-1 L or Picnic Pack 3 pk 375 mL or KRAFT Miracle Whip or Mayonnaise 650-890 mL

YOUR 1,000 PTS OFFER IS WAITING

Visit the Sobeys app or MyGroceryOffers.ca

Scene+ card must be registered and offer must be loaded. See page 2 for full terms and conditions.

That's like **\$10** toward your groceries

Scene+ DIGITAL EXCLUSIVE

Scan QR code to download or open the app

OFFER AVAILABLE APRIL 30-MAY 6, 2026

HOT PRICE
12.98
EIGHT TREASURES Thai Jasmine Rice 8 kg

See store or website for store hours

THU	FRI	SAT	SUN	MON	TUE	WED
30	1	2	3	4	5	6

Prices and offers in effect April-May 2026

so many deals
Scan here for our full digital flyer

Scene⁺ MEMBER

PRICING

Swipe your
Scene+ Card
and Save



MEMBERS SAVE \$1
4.99
MEMBER PRICING

5.99
without
Scene+ Card

MAPLE LEAF or SCHNEIDERS Bacon 375 g,
MAPLE LEAF Ready Crisp 65-85 g, SCHNEIDERS
Cooked Bacon 100 g, Juicy Jumbos or Smoked
Sausages 375-450 g selected



MEMBERS SAVE 40¢/lb
7.29
/lb
2.84/kg MEMBER PRICING

7.69
/lb,
3.73/kg
without
Scene+ Card

Prepared Fresh Daily
Watermelon quarters or slices assorted sizes



MEMBERS SAVE 77¢
2.22
MEMBER PRICING

2.99
without
Scene+ Card

CHRISTIE Snacking or Mini Crackers selected
162-200 g



MEMBERS SAVE 44¢
7.25
MEMBER PRICING

7.69
without
Scene+ Card

MICHELINA'S Frozen Entrées 128-284 g

Look for more Member Pricing
throughout the flyer and in-store.



Prices locked in until
June 3, 2026



5.99

ASIAN INSPIRATIONS
Entrées 400 g



13.99
MEMBER PRICING

17.99
without Scene+ Card

H&H Dried Fruit Thai Honey Mango 1 kg



2/\$9

MISS VICKIE'S Kettle
Chips 190-200 g



2/\$8

KELLOGG'S Eggo
Waffles, French Toast
Sticks or Pancakes
270-330 g



2.99

KELLOGG'S Nutri-Grain
Bars, Rice Krispies Squares,
Pop-Tarts or Pastry Crisps
selected 125-384 g



Scan here for more
locked in prices

Stock up for Cinco de Mayo

500 PTS when you buy 1

6.99 /lb

Fresh Lean Ground Beef available only in 5 lb tube 15.41/lb

250 PTS when you spend \$25 or more

17.99 /lb

Fresh Boneless Bottom Sirloin Tri Tip Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef 39.66/kg

100 PTS when you buy 2

4.99

Limes product of Colombia or Mexico 454 g 1 lb bag

3.99

OLD EL PASO Dinner Kits 250-510 g or Salsa 650 mL

3.49

GAY LEA Sour Cream 425-500 mL

5.99

AL PASTOR Pulled Pork Loaded Fries 405 g available hot

200 PTS when you buy 2

3.99

AL PASTOR Pulled Pork Flatbread or Select Varieties 230-305 g

2/\$7

TOSTITOS Tortilla Chips 205-300 g

2.99

DEMPSTER'S 7" Tortillas 240-340 g, TIA ROSA Tortillas 220-328 g or HARVEST GOLD Naan or Roti 350-500 g

Celebrate the taste of Mexico May 5

10.99 /lb

Fresh Steelhead Trout Fillets 24.23/kg

From Newfoundland

3.99

Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g

BAKED IN STORE

7.99

JANES Pub Style Breaded Chicken & Wings, COMPLIMENTS Spring or Egg Rolls, Cheese Sticks, Pickle Spears, Blooming Onion Pearls or Potato Skins 325-700 g

3.99

PHILADELPHIA Cream Cheese 227-250 g selected or KRAFT Singles 410 g

100 PTS when you buy 2

6.99

GAY LEA Butter Sticks salted or unsalted 454 g

2/\$5

COMPLIMENTS Pasta 900 g or HUNT'S Thick & Rich Pasta Sauce or Tomato Sauce 680 mL or Tomato Paste 369 mL

3.49

EARTH'S OWN Select Beverages 1.75-1.89 L

2/850

COCA-COLA or PEPSI Soft Drinks 6x710 mL

10.99

NUTELLA Hazelnut Spread 1 kg, COMPLIMENTS Honey 750-1 kg or KRAFT Peanut Butter 2 kg

3.99

GENERAL MILLS Premium or Core Cereal 297-437 g or KELLOGG'S Cereal 210-525 g selected (excludes Family Size)

100 PTS when you buy 1

6.99

IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

27.99

VAN HOUTTE Coffee Pods 48 pk or MCCAFÉ Roast & Ground Coffee 875 g

3/\$5

CLOVER LEAF Flavoured Tuna 85 g or Skipjack Light Tuna 170 g

9.99

500 PTS when you buy 2

GAIN Liquid Detergent 2.6 L, TIDE Simply 2.72 L, DOWNY or GAIN Fabric Enhancers or Softener 303-379 g or 1.66-2.63 L or DOWNY, GAIN or BOUNCE Sheets 120-200 pk

10.99

PURINA Tidy Cats Litter 2.72 kg

Scene GET 750 PTS FOR EVERY \$50 SPENT IN EDO JAPAN, REITMANS & JOEY RESTAURANTS GIFT CARDS

Offer valid during April 30 - May 6, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability. Cards issued by Peoples Trust Company.

We have 2X as many Canadian-origin products as competing stores*

2X Canadian-origin products

PROUDLY CANADIAN [sobeys.com](https://www.sobeys.com)

*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin UPC based non-fresh products as compared to leading conventional brick and mortar, drug, online, and discount grocery retailers in Canada according to the latest 12 weeks ending November 15, 2025, using data reported through NielsenIQ's CA-SOBEYS-CROSS CATEGORY database by NielsenIQ MarketTrack Product Insights, Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIQ through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh Canadian Origin. See terms for the 12 weeks ending November 15, 2025. Copyright © 2025 Nielsen Consumer LLC.

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the Scotiabank Scene+ Visa Card.*

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